

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Tuesday, September 29, 2009
5:00 pm**

MINUTES

Present: Andrew Ewalt, Dee Goodrich, and Pat Hempel

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

Cynthia van Zelm called the meeting to order at 5:06 pm, in the absence of Chair David Woods.

2. Public Comment

There was no public comment.

3. Approval of Minutes

The minutes were approved by consensus.

4. Update on Storrs Center Project including communications

Ms. van Zelm reported that BL Companies had been contracted by the Town and has started design work for Storrs Road. She explained the process of updates required by the state and indicated that a public meeting will be held when the design is about thirty percent complete, per the aforementioned requirements. Ms. van Zelm also reported that master developer LeylandAlliance has been moving forward with the tenanting process for Phase 1A. Ms. van Zelm then highlighted upcoming communications, including a press release announcing the \$200,000 STEAP grant sent out on September 29 and a forthcoming press release announcing that Travelplanners has signed a letter of intent for the first phase of Storrs Center.

5. Review of Committee Charge

Ms. van Zelm handed out copies of the Committee Charge and suggested that in-depth discussion of the charge be tabled until the December meeting.

The Committee agreed to review the Charge and plan to discuss it at the December meeting.

6. Review of Communications Plan

Kathleen Paterson suggested that Winter Fun Day be expanded in February 2010. She presented her suggestions regarding additional activities, including some indoor activities, to the Committee.

Andrew Ewalt suggested adding a philanthropic piece to the event, perhaps collecting winter coats.

Pat Hempel suggested asking people to knit scarves and mittens to collect at the event.

Dee Goodrich favored a food drive, which had been done in 2009, but with more promotion of it prior to the event.

Ms. Hempel suggested tying the event into one of the Community Center's Family Fun Nights or having demonstrations from instructors, such as spin or yoga.

Ms. Goodrich suggested hiring someone to make balloon animals for children as they wait for the wagon rides.

Ms. Paterson will bring the Committee's suggestions when she meets with Curt Vincente, Amanda Barry, and Sara-Ann Chainé to discuss the event.

Ms. Paterson then explained her proposal of an Arts and Crafts Fair, which was inspired by the numerous questions about selling crafts at the *Festival on the Green*. She stated that she would prefer to hold a separate event for selling arts and crafts because the *Festival* already fills the available space. She also thinks that visitors to the *Festival* are not in the mind-set that they are going to buy things (other than food) and so the response may not be as great as the artisans would like.

Ms. Goodrich agreed that the arts and crafts fair should be a separate event. She suggested waiting until 2011 to hold such an event so that more research could be done.

Ms. Hempel liked the idea of setting some sort of standard for participation, like there is at the *Festival's* Juried Art Show.

Ms. van Zelm recapped the discussion from the Membership Development Committee regarding hosting an event for members and asked for the Advertising and Promotion Committee's feedback on the idea.

Mr. Ewalt suggested that, rather than a dance, a wine tasting or big picnic be held so that members could meet other members more easily.

Ms. Hempel preferred the picnic idea to the wine tasting. She expressed concern that many organizations have been hosting wine tastings, and people may be less inclined to attend one more.

Ms. Paterson said her concern with the picnic is that it may distract from Picnicpalooza!.

Mr. Ewalt suggested that, regardless of the event, there should be an incentive to bring a new member. For instance, if there is a ticket to attend, then people who bring new members get in free.

Ms. Hempel and Mr. Ewalt said that they are members because they want to contribute to a project that they support, not to receive anything.

7. Review of Festival on the Green

Ms. Paterson reported that the *Festival on the Green* went very well: good weather, good turnout. She thought that the Parade went more smoothly this year in regards to traffic control and noted that there were more people there to watch.

Ms. Hempel suggested expanding the Parade route to go from North Eagleville Road to South Eagleville Road. She explained that the Town used to have Halloween and other parades that followed that route.

8. Update on Banner Program

Ms. Paterson informed the Committee that the fall banners had been installed. Prior to that, the *Festival* banners had replaced the spring/summer banners. She reported that \$480 of the needed \$570 had been raised.

9. Review of the Fall Newsletter

Ms. Paterson said that the Fall Newsletter was distributed the week before the *Festival on the Green* and that this issue was the first in the larger format. She asked the Committee for any feedback on the timing of the newsletter and suggestions for the spring issue.

Ms. Hempel said she thought that the larger format made the newsletter stand out to people more and suggested keeping it.

Mr. Ewalt said he liked the newsletter and thought it helped get people out to the *Festival* and other Celebrate Mansfield Weekend events.

The Committee decided to continue to publish the newsletter prior to the *Festival on the Green*.

10. Adjourn

The meeting adjourned at 6:30 pm.

Minutes prepared by Kathleen M. Paterson